

The Impression “30” Rule

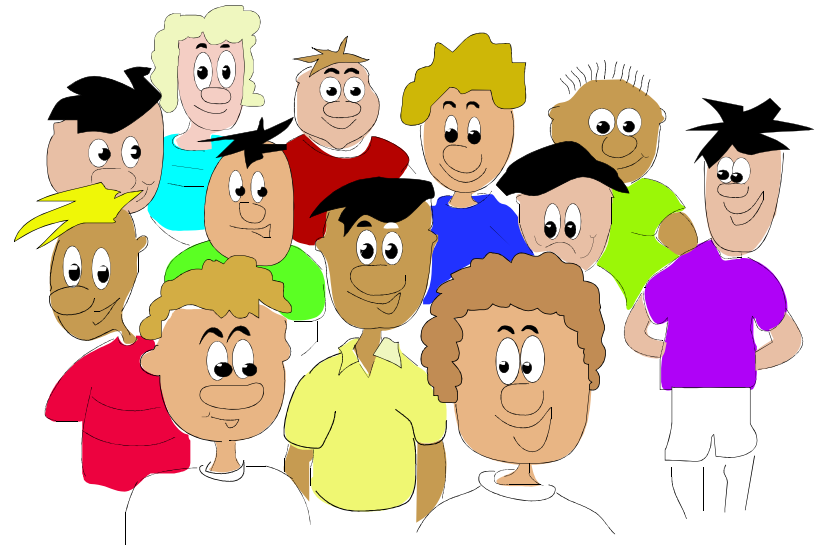
You are judged
**within the first 30
seconds** of
meeting someone
on many things
(right or wrong).



The Impression “30” Rule

People make judgments about your...

- Educational level
- Career competence & success
- Personality
- Sophistication
- Trustworthiness
- Social heritage



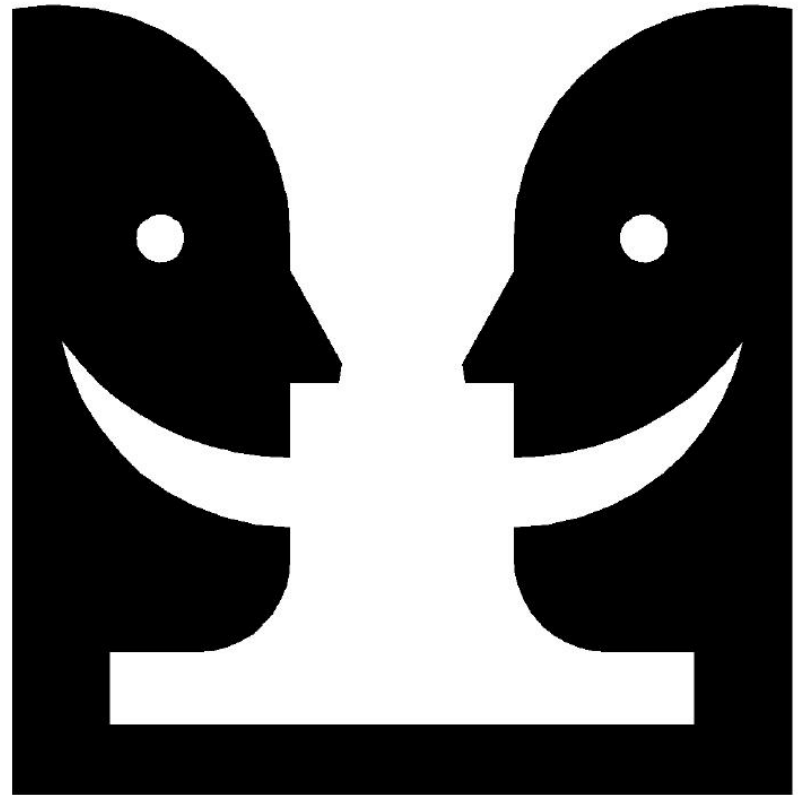
What do people look at?



- Clothes
- Hair
- Posture
- Smile
- “Body language cues

In face to face encounters...

- **7 %** of impression comes from verbal messages.
- **38%** comes from vocal tone, pacing, inflection.
- **55%** comes from appearance & body language.



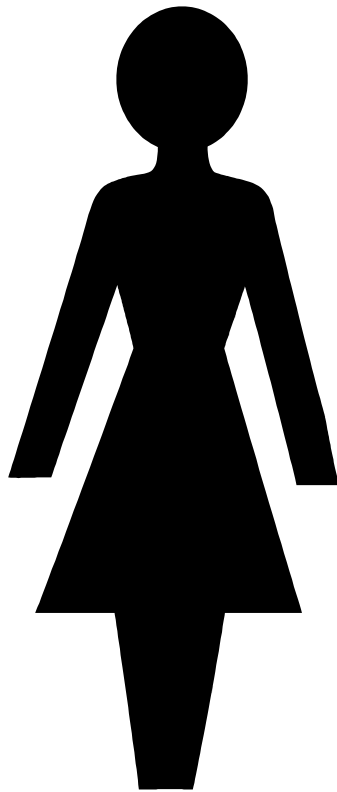
The A+ Image

The clothes you choose should be...

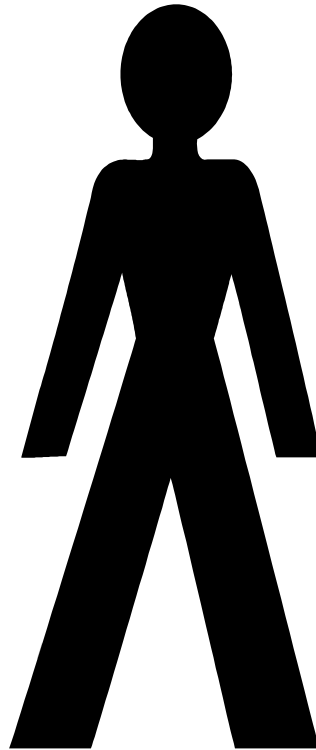


- **Appropriate**
 - to the job, region, occasion
- **Attractive**
 - Enhance your features, coloring, build
- **Affordable**
 - Fit your budget

Quick Checks for Females



Quick Checks for Males



Felony Fashion Failures for Future & Current Entrepreneurs





Female Entrepreneur's Fashion Felonies

- Too tight, too short, too revealing clothing
- Open-toed shoes, stocking seams showing
- Too much make-up or perfume
- “Gappy” garments showing skin or underwear



Female Entrepreneur's Fashion Felonies

- Shoes—wrong color, style, or height
- Out-of-date or too-trendy hairstyle
- Gaudy, jingly, clanky jewelry
- Torn hems or visible linings



Male Entrepreneurs' Fashion Felonies

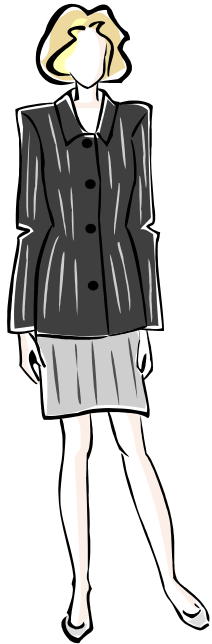
- Baggy, too-tight, poorly fitting clothing
- Scuffed/unpolished shoes, sandals, sneakers
- Visible “skin” between socks and slacks
- Clip-on, too-short, or too-long ties



Male Entrepreneurs' Fashion Felonies

- No belt
- Belt not matching dress shoe color
- Earrings, visible piercings, tattoos
- Unkempt (uncombed, unclean) hair

Skirts/Slacks



- **Men**
 - **Single or full break only**
 - **Wool or poly wool blend**
- **Women**
 - **Knee-length or just above**
 - **Wool or poly wool blend**

Reminders-Accessories

- **Neckwear**
 - Your chance for color/style
 - Know how to tie, untie
 - No clip-ons!
- **Jewelry:**
 - Gold or silver tone
 - Appropriate size
 - 1 ring per hand
 - No other “rings” visible



Shoes

- **Style:**

Women-1½-2” heel

Men-Cap toe or oxfords

- **Composition:** Leather

- **Colors:**

Women: taupe, navy

Men: cordovan, black



Reminders



- **Men:**

- Buy over-the calf socks for business attire
- Black, navy, or taupe/tan depending upon slacks

- **Women:**

- Have “backups”
- Neutral tones are best

Consider this!

- # 1 reason for rejecting job applicants-poor appearance
- Americans see their own reflection up to 55 times a day
- Starting salaries range 8 to 20% higher for better appearance
- Most of us wear only 50% of what's in our closets...buy for quality/durability

